



Study California at NAFSA 2016 – Booth #857

The mission of **Study California** (www.studycalifornia.us) is to recruit and increase the number and diversity of international students on California campuses and assist them in finding the best fit institutions, appropriate to their individual circumstances. Study California, in collaboration with the **U.S. Department of Commerce's U.S. & Foreign Commercial Service**, and supported by the **State of California Governor's Office**, forms strategic alliances in the public and private sectors to develop international student recruitment partnerships. By leveraging its organizational strength, Study California pursues and facilitates impactful activities with **EducationUSA**.

Study California is a membership-based non-profit public benefit corporation formed in 2013 to specifically establish a brand for all accredited institutions across the state, a consortium of schools focused on growing international student enrollment. It leverages the talent, knowledgebase, and combined marketing power of its members to attract international students to their campus communities in an increasingly competitive market place.

Currently, Study California already has over **50 members** from the University of California, California State University, Community College systems, and private institutions. Members receive a variety of benefits and access to exclusive promotional opportunities. In a short period since its founding, Study California has accomplished a great deal, including:

- **Strong presence in conferences, recruiting events and activities**, such as education fairs and national and international exhibits and forums
- **Innovative approach to recruitment through peer-to-peer seminars for member institutions** to form long lasting relationships with influencers in governmental and educational institutions overseas
- **Partnership and support of the US Commercial Service offices in California and around the world:**
 - **Group recruitment missions to key markets:** such as our missions to Brazil, China, Mexico, Costa Rica, and Cuba.
 - **Free worldwide marketing Study California webinars**
 - Coordinated support from **the EducationUSA network of over 500 academic advisors worldwide**, including opportunities to host advisers' on member campuses
- **Securing Study California Booth and receptions at national NAFSA and other international Conferences**
- **Cost-saving group advertising opportunities, professional development opportunities, and meaningful networking.**
- **Offering financial assistance to well-qualified international students through the Study California Scholarship program.**

Contact us directly to discuss how we can work together to assist students in finding their best fit college or university in the Golden State!

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